

**South Park Stakeholders Group – Board of Directors Meeting**  
**Wednesday, May 22, 2013, 8:30 AM**  
**1333 S. Hope St, Los Angeles, CA 90015**

**Board Members:** Robin Bieker, Bob Buente, Phillip Hill, Cliff Hoffman  
 David Galaviz, Gary Warfel (conference call), Shelby Jordan as proxy of Martha Saucedo

**Staff:** Jessica Lall, Amanda Irvine

**Guests:** Marcus Lieber (RBZ), Doyle McDonald (Hearst), Robert Hooks (Lincoln Properties), John Adams (Gensler)

**MINUTES:**

Board Chair, Robin Bieker, called the meeting to order at 8:31 AM. There were no public announcements or comments.

Item	Discussion	Action taken?
<b>Public Comment</b>	No public comment.	<i>No action taken</i>
<b>Review and approve April 2013 Minutes</b>	No comments or edits from the Board.	<b>Bob motions to approve the April 2013 Minutes.</b> <b>Robin seconds. All in favor, none opposed.</b>
<b>Approval of Shelby Jordan to act as AEG Proxy Vote</b>	Martha Saucedo, as AEG's Executive V.P. of External Affairs, often can't attend Board Meetings. She has assigned Shelby Jordan Jr. as her proxy for this Board, and has sent an official letter regarding this information to SPCBD. This will not preclude Martha from attending when possible. Should both be present, AEG will still only get one vote.	<b>Robin motions to approve Shelby Jordan as Martha Saucedo's proxy.</b> <b>Phillip seconds. All in favor, none opposed.</b>
<b>Executive Committee update</b>	<i>Tabled</i>	<i>No action taken</i>
<b>Review and approve new bylaws</b>	South Park Stakeholders group is in the process of moving from a 501C6 to a 501C3, the main difference being that a C6 can register as a lobbyist, and a C3 is better for obtaining grants. Regardless, the current bylaws were written in 1991, are out of compliance with the Brown Act, and are out of compliance with PBID rules. Jessica - would like to ask the board to approve the	<i>Jessica will send out new bylaws to Board members to review and edit in advance of June 20 board meeting.</i>

	<p>new compliant bylaws as acting bylaws, with the understanding that the Board can make edits until they are officially approved. Gary – approving bylaws in any sense is a corporate resolution, Board should just look them over and approve them at the next meeting.</p>	
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**COMMITTEE REPORTS & RECOMMENDATIONS:**

<b>SOBO Report:</b> <ol style="list-style-type: none"> <li>1. Rec. to approve Streetplus Security RFP</li> <li>2. Rec. to approve uniform purchase, not to exceed \$</li> <li>3. Rec. to sell EVs &amp; purchase of new safe vehicle, not to exceed \$</li> </ol>	<p>1. Bob summarizes the process SOBO has gone through in order to get the best possible security for the BID. SOBO was looking for increased training, specialized district training, health benefits, and enhancing connection to community. SPCBD issued an RFP, received 8 proposals, including current provider. Three providers were interviewed, and Streetplus was the company chosen- it had the best training program and health benefits, and currently does security for 48 BIDs in New York. LAPD Senior Lead Officer Sam Yin was very involved and approves of this recommendation. All officers have the option to stay with South Park, while receiving a raise and health benefits, but they will need to go through Streetplus' hiring process. We expect about half the officers to stay. Issues to still be resolved include: SPCBD getting a rebate if they do not perform as expected, utilization of our in-house software as opposed to theirs, and the training program over the first year.</p> <p>2. Bob proposes purchasing new uniforms with the new logo and color scheme. Streetplus has connections to get major uniform discounts. Will not exceed the \$30K amount allotted in the capital budget for these expenses.</p> <p>3. Bob proposes retiring the electric vehicles (EVs), which are currently in need of repair, as they frequently are. It would be more useful to sell them a buy one larger vehicle for the safe team, while giving the older truck to the clean</p>	<p><b>Phillip motions to approve SOBO's recommendation to contract Security services with Streetplus.</b></p> <p><b>Phillip motions to approve the spending of specified funding from the Capital Budget for new uniform purchases. David seconds. All in favor, none opposed.</b></p> <p><b>Phillip motions to sell the three electric vehicles (EVs) and put the money towards buying a new safety vehicle. Robin seconds. All in favor, none opposed.</b></p>
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	team for graffiti removal. SOBO is requesting the ability to purchase a new truck not to exceed \$30K with TT&L – which is in line with the capital budget.	
<b>DISI Report:</b>  1. Rec. to approve final logo concept 2. Rec. to hire AEG Creative to design business set	1. Jessica proposes the final South Park logo concept, which has gone through much iteration and vetted by DISI. The spotlight will fulfill well our mission to become “The Place to Be”.  2. Jessica recommends hiring AEG Creative to design a business set for South Park, based on the design and work that they have done on the logo. This would include letter head, business cards, signature stamp, etc. Cost would not exceed \$5K, which would come from the capital budget allocation for SP materials.	<b>Cliff motions to approve the new logo. Robin seconds. All in favor, none opposed.</b>  <b>Robin motions to hire AEG Creative to design a business set for South Park. David seconds. All in favor, none opposed.</b>
<b>Treasurer/Accountant's Report</b>  1. Determine whether or not to increase assessments	REPORT: South Park is currently in a strong and stable cash position, and staying in budget. The new format of showing the budget is easier for everyone to read. Reminder that Manual Billing is for this year only, and SPCBD staff is working on obtaining the late payments.  1. On determining whether or not to increase assessments, general consensus is that the organization needs to stay at current levels in order to show the community the worth of the BID. Perhaps an increase next fiscal year based on inflation and our needs.	<b>Phillip motions to retain assessments at the current rate. David seconds. All in favor, none opposed.</b>
<b>Executive Director Report</b>	Jessica has formally invited new individuals to join the committees, and has held a DISI meeting with the new members. The next SOBO meeting will also involve new members. Gary is working on the rest of the new maps for the wall. Has submitted the Qrt1 report to the city, which details all that has been done at SP in the past few months. Also hosted the first Neighborhood Watch community meeting with LAPD, which was well received.	<i>No action taken</i>
<b>Director of Planning &amp; Communications Report</b>	Newsletter and social media are being well received, and all are gaining new subscribers.	<i>No action taken</i>

	The Accendo database is moving forward, with a big meeting next week involving the next steps. The Farmers Market and launch event will kick off in early September, and we have interns beginning next week. We put forth a survey on the Farmers Market, and have determined Thursday late afternoon would be best for the area.	
<b>Other business</b>	David- there are big improvements in store for the Coliseum, which will positively impact everything along the Figueroa corridor, especially South Park and LA Live.  Shelby- BET Event is coming up at the end of June. It will take over all of LA Live and surrounding parking lots for multiple days. For more info, talk to Martha.  Robert Hooks- will likely begin construction on the Desmond in October, and have leasable space in about a year.	<i>No action taken</i>
<b>Next Meeting</b>	June 20 at 8:30 AM	

**Adjourned at 9:33 AM**

**NEXT STEPS:**

**ENTIRE BOARD will:**

- Read over the Bylaws, sending edits to Jessica by June 6<sup>th</sup>.

**Amanda will:**

- Work with Ofer on moving forward with the database.

**Jessica will:**

- Consolidate the bylaw edits before the next Board meeting.
- Move forward with Streetpls.
- Work with Streetplus on the new uniforms.

**Minutes taken by Amanda Irvine, staff, revised by Jessica Lall.**